



Subscription  
\$1.00 a Year

# THE BEACH NEWS

Subscription  
\$1.00 a Year

ADVERTISING  
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE  
NOW!

VOL. 2—NO. 33

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, July 4, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY



## Postal Delivery

CARRIER SERVICE TO  
BEGIN AUGUST FIRST  
IN OCEAN BEACH

Commencing the first of next month, postal collection boxes and free carrier service will be instituted in certain sections of Ocean Beach. For the present, Postmaster Rankin announces that the district to be covered will be as follows:

Starting north on the bay, bounded on the west by Abbott street and the ocean, on the south by Coronado avenue, on the east by DeFoe to Brighton avenue, up Brighton one block to Ebers street and from Ebers to the bay.

Drop letter boxes will be located as follows: One each respectively at the Inlet bridge, Muir and Cable, Voltaire and Eber, De Foe and Brighton, Abbott and Brighton, Saratoga and Cable, Newport and De Foe, Santa Monica and Abbott, Narragansett and Cable, Coronado and Cable. These locations are fixed temporarily or until more suitable locations for collection of sufficient mail may justify removal to other points. There will be two deliveries daily, one in the morning and another in the afternoon.

Postmaster Rankin again urges residents within the named districts to provide suitable receptacles for their mail, as well as attending to the proper numbering of their houses.

**REGULATION STAMPED**  
U. S. MAIL BOXES from 25c Up  
Get them here and NOW, in order to comply with new Free Postal Delivery law. **H. H. REID & SON**  
5050 Newport Avenue

**MUNICIPAL WORKERS**  
GET THREE-DAY HOLIDAY

At the suggestion of City Manager Fred Rhodes, the council and Mayor Bacon have declared Saturday, July 5, a holiday for city employees, giving them the 4th, 5th and 6th off duty, all in a row.

**INLET BRIDGE AND MISSION BOULEVARD TO BE PAVED**

The city council this week passed an ordinance appropriating \$6,000 for the substantial repairing and paving of Mission Beach bridge at the bay inlet. The top planking of the bridge will be replaced and the bridge roadway then surfaced with two inches of asphalt, according to the plans of City Manager Rhodes, who states that the piles of the bridge are still in good condition.

**Boulevard Paving**

Bids for the paving of Mission boulevard from the bridge to connection with the pavement to La Jolla via parts of Pacific avenue and Cass street will be opened by the city council July 7. This pavement of nearly three miles' length through Mission Beach will be of five inches of cement concrete.

All children riding the MERRY-GO-ROUND on Saturday afternoon, July 5th, will get a CRICKET FREE.

**SCHOOL TEACHERS**  
TO GET MORE SALARY

An increase of approximately \$43,000 in salaries of San Diego public school teachers for the next year has been voted by the board of education.

## Paving, Paving, and More Paving Railway Service

COL. D. C. COLLIER  
FORETELLS THE FUTURE  
OF OCEAN BEACH

In the presence of several hundred citizens, representative of every section of Ocean Beach, Col. D. C. Collier made a glowing talk concerning the beach districts and the entire Point Loma peninsula, his subject being, "The Past, Present and Future of Ocean Beach." The community mass meeting was held under the auspices of the newly organized Ocean Beach Chamber of Commerce, and comfortable seating arrangements were made for the gathering at Benbough's Dance Pavilion last Monday night.

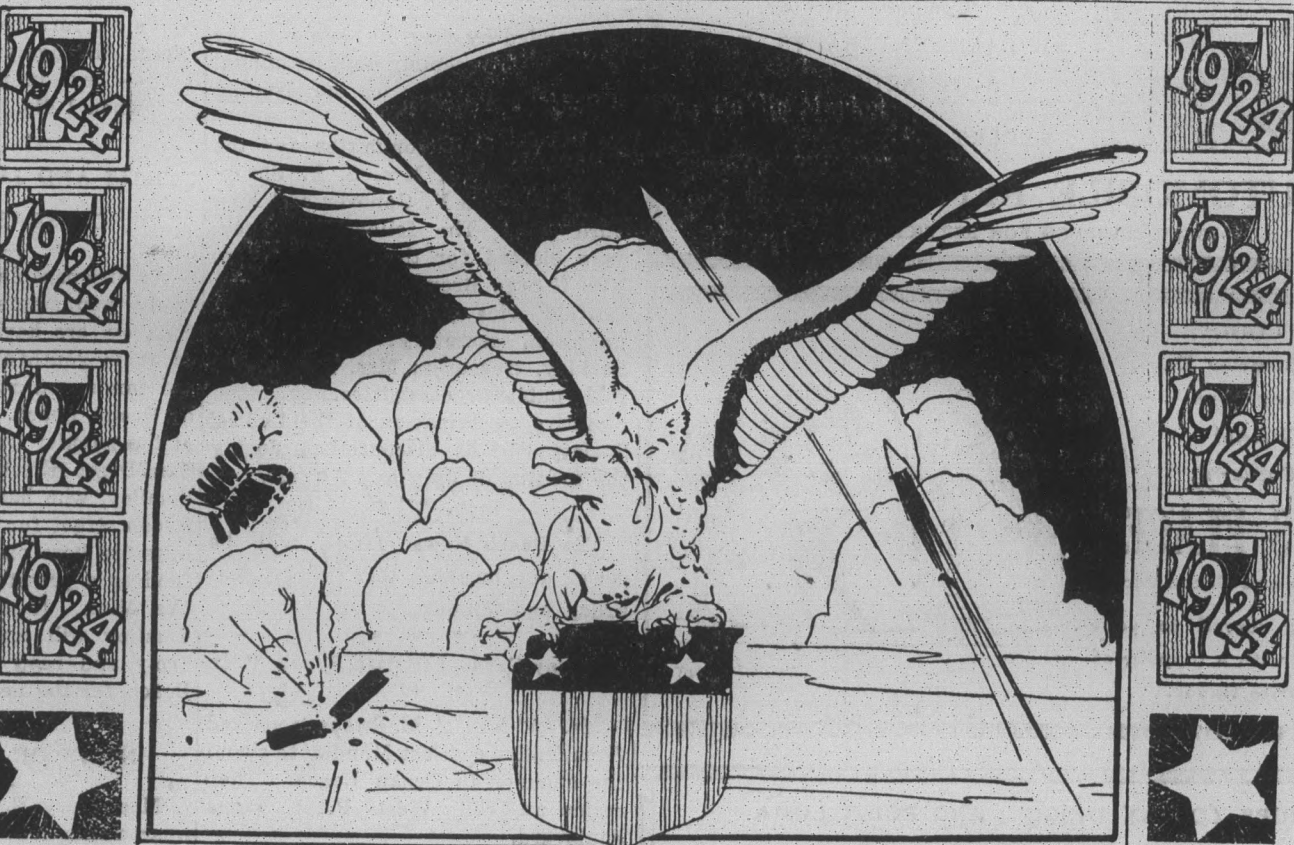
President W. F. Agan of the Chamber of Commerce opened the

meeting with a few well chosen words and then introduced as the first speaker of the evening Judge Lacy D. Jennings, whose brief but pleasant remarks centered upon the excellent advantages to be obtained by united effort and co-operation for the development of this splendid beach community.

In a most happy and laudatory style, President Agan next presented as the chief orator of the occasion Col. D. C. Collier, who was given close attention by the assemblage and warmly applauded throughout his interesting and instructive address. Col. Collier reviewed the history of the beach from the former "mussel bed" days down to its present prosperous growth, and his vision of the future presaged a veritable wonder-

land for the beach and bay sections of San Diego.

"Paving, paving and more paving" formed the keynote of his speech, and he earnestly urged the residents of the community to cease all petty sectional bickerings and concentrate upon paving here, there and everywhere throughout Point Loma. As an experienced and widely traveled realty man, Col. Collier dwelt with emphasis upon the necessity of an extensive and complete paving program, the success of which would be reflected very shortly, he predicted, in the building of hundreds upon hundreds of beautiful homes and an increase of thousands in population until the whole of Point Loma should rival and even surpass any seashore environment in the world.



### Ocean Theatre

**SPECIAL SHOWS**  
TONIGHT (THURSDAY) AND  
FOURTH OF JULY

Keeping in touch with the merry holiday period Manager Ray Ericsson has booked Milton Sills and Viola Dana for tonight (Thursday, July 3) in "The Heart Bandit," while for the night of the glorious Fourth "Hoot" Gibson will be seen in "Hook and Ladder," with lots of extra comedy, all at regular prices.

There will be a big special for Saturday and on Sunday Buck Jones will star in "West of Chicago." The next mid-week attraction for Tuesday and Wednesday will bring forth the famous Thomas Meighan as "The Confidence Man," with added comedy.

Kodak Films, FROIDE'S, opp. P.O.\*

**"LA CASA DE CATALINA"**  
SOLD TO COL. HARRISON  
BY DR. L. N. ISAACS

Situated in one of the most commanding and picturesque points of Sunset Cliffs, the handsome home of Dr. L. N. Isaacs was sold by him last Tuesday to Col. W. R. Harrison of Coronado. The purchase price was \$13,500, being one of the largest single residential transactions of recent years in the beach district. It is announced that Col. Harrison is disposing of his property interests in Coronado, with the view of making his permanent residence in Ocean Beach.

Picture Frames, Froide's, opp. P.O.\*

### "Clean Up" Order

**VACANT PROPERTY**  
INCLUDED IN CAMPAIGN  
BY CITY MANAGER

All owners of vacant property have been requested by City Manager Fred Rhodes to clean up their holdings, and residents are also asked to clean up their premises and the sidewalks and parking in front of their lots. It is announced that within a few days the fire department will make a check, and lots and parkings not cleaned will be posted. If the work is not done then, the city will do it and charge the cost to the property owner. A charter amendment and the state law give the operating department authority to enforce this mandate.

Kodak Finishing FROIDE'S op. P.O.\*

**TRAINING STATION**  
TO CELEBRATE FOURTH  
WITH BIG FEED

Capt. David Sellers has announced that July 4 will be fittingly celebrated at the Loma Portal naval training station. An athletic carnival will be held in the morning and there will be a big "feed" at noon, when a salute of 21 guns will be fired, and in the evening movies and boxing bouts will entertain the 1500 blue-jackets.

**SHERWIN-WILLIAMS PAINTS—**  
San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

### O. B. Library

MARGARET RANKIN, Librarian

The O. B. Branch Library received the following adult books this week: Non-fiction—"Story of the Bible," Van Loon; "Art in Industry," Richards; "Prospecting For Oil and Gas," Pangit; "Portable Lamps," Luck-reash; "Easy Housekeeping Book," Fales; "Japan," Powers; "Home-STEADER'S Portfolio," Pratt; "New Viewpoints in American History," Schlesinger.

Fiction—"Fidelia," Balmer; "Two-Gun Man," Bennet; "Never Fire First," Dorrance; "Home Maker," Fisher; "King of No Man's Land," Friel; "Fire of Ambition," Gibbs; "Without Gloves," Hendryx; "Crooked Lanes," Holland; "Prudence's Daughter," Hueston; "Re-creations," Lutz; "Moleskin Joe," MacGill.

Stationery Supplies, Froide's, op. P.O.\*

**AIR MAIL SERVICE**  
BEGUN FROM CALIFORNIA  
TO NEW YORK CITY

Postmaster H. K. Rankin has received an official bulletin regarding the operation of an air mail service from California to New York, inaugurated last Tuesday, July 1. The air mail service will be available for use by all sections of the United States to expedite the transportation of mail. The postage will be at the rate of 8 cents an ounce or fraction thereof for each zone or part of zone in which mail is carried by airplane. Three zones being included. The postage from Ocean Beach will be explained by Postmaster Rankin upon application at the postoffice.

**GREAT DEVELOPMENT**  
EXPECTED FROM OPENING  
HIGH SPEED LINE

Right to the dot, as promised by the San Diego Electric railway officials, the new express electric car line to La Jolla, Pacific Beach and Mission Beach was put into operation last Tuesday, July 1st.

The completion of the railway is a most worthy achievement and quite naturally leads to the expectation of great development throughout the beach districts.

The inaugural was a particularly happy day for Assistant General Manager E. J. Burns as it marked the culminating accomplishment of ten years of service with the S. D. E. staff, and the successful opening of the Ocean Beach-Mission Beach-Pacific Beach-La Jolla high speed line was rightfully gratifying to Mr. Burns, who is authority for the statement that the San Diego Electric railway will never cease striving to be the best and finest street railway system in the world.

It will do your EYES good to see  
**CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.**

**FREE FIREWORKS**  
FOR THE FOURTH

Besides the myriad of attractions to be furnished in the amusement zone at Ocean Beach for the Fourth of July, arrangements have been made by Manager Benbough of the Dance Pavilion, for the free distribution of thousands of packages of firecrackers during the afternoon and evening.

Weekly passes on the high speed railway will also be distributed as a special drawing card at the week-end and there will be no lack of fun and frolic throughout the joy district during the holiday period.

Don't forget the Saturday specials at the Ocean Beach Bakery, also that Thursday is BAKED BEAN DAY—1877 Bacon street, phone Pt. Loma 72-W.

**BACK TO "OLE VIRGINNY"**  
TO CELEBRATE 52D  
WEDDING ANNIVERSARY

Mr. and Mrs. John Lynch Davis of Pacific Beach will leave early in July on their 52d annual honeymoon tour, visiting the land of their nativity, Tennessee and Virginia.

Mr. and Mrs. Davis were formerly of Knoxville, Tenn., where Mr. Davis was for many years a successful wholesale merchant.

He retired several years ago from active commercial life to enjoy the fruits of his labor and the companionship of his sons, Col. Thomas A. Davis and Maj. John L. Davis, Jr., president and commandant respectively of the San Diego Army and Navy academy at Pacific Beach. Mr. and Mrs. Davis expect to return early in September by way of New York, Montreal and the Canadian Rockies.

**RACING ON STRAND**  
TO BE PROHIBITED

A warning has been issued by Police Judge Chambers against reckless driving by autoists and racing motorcycles on the strand at Mission Beach and Pacific Beach. One man was arrested and fined this week for endangering the safety of bathers and others.





# The BROWN MOUSE

By HERBERT QUICK

(Copyright by The Bobbs-Merrill Company)

Thus reassured, Mr. Bronson was calm, even if somewhat tragic in calmness, when he entered the death chamber with the doctor. Newton was sitting up, his eyes wet, and his face pale. His mother had won the argument, and Newton had lost his dinner. Haakon Peterson occupied an armchair.

"What's all this?" asked the doctor. "How are you feeling, Newt? Any pain?"

"I'm all right," said Newton. "Don't give me any more of that nasty stuff!"

"No," said the doctor, "but if you don't tell me just what you've been eating, and doing, and pulling off on us, I'll use this"—and the doctor exhibited a huge stomach pump.

"What'll you do with that?" asked Newton faintly.

"I'll put this down into your hold, and unload you, that's what I'll do."

"Is the election over, Mr. Peterson?" asked Newton.

"Yes," answered Mr. Peterson, "and the votes counted."

"Who's elected?" asked Newton.

"Colonel Woodruff," answered Mr. Peterson. "The vote was twelve to eleven."

"Well, dad," said Newton, "I s'pose you'll be sore, but the only way I could see to get in half a vote for Colonel Woodruff was to get poisoned and send you after the doctor. If you'd gone, it would 'a' been a tie, anyhow; and probably you'd 'a' persuaded somebody to change to Bonner. That's what's the matter with me. I killed your vote. Now, you can do whatever you like to me—but I'm sorry I scared mother."

Ezra Bronson seized Newton by the throat, but his fingers failed to close. "Don't pinch, dad," said Newton. "I've been using that neck an' it's tired."

Mr. Bronson dropped his hands to his sides, glared at his son for a moment and breathed a sigh of relief.

"Why, you darned infernal little fool," said he. "I've a notion to take a hamstrapping to you! If I'd been there the vote would have been eleven to thirteen!"

"There was plenty votes there for the colonel, if he needed 'em," said Haakon, whose politician's mind was already fully adjusted to the changed conditions. "Ay tank the Woodruff district will have a junalunous school board from dis time on once more. Colonel Woodruff is just the man we have needed."

"I'm with you there," said Bronson. "And as for you, young man, if one or both of them horses is hurt by the run I give them, I'll lick you within an inch of your life—Here comes Dilly driving 'em now—I guess they're all right. I wouldn't want to drive a good team to death for any young hoodlum like him—All right, how much do I owe you, Doc?"

## CHAPTER XV

### The Glorious Fourth.

A good deal of water ran under the Woodruff district bridges in the weeks between the school election and the Fourth of July picnic at Eight-Mile grove. But few surface indications there were of any change in the little community in this annual gathering of friends and neighbors. Wilbur Smythe made the annual address, and was in rather finer fettle than usual as he paid his fervid tribute to the starry flag, and to this very place as the most favored spot in the best county of the greatest state in the most powerful, intellectual, freest and most progressive nation in the best possible of worlds.

Jim Irwin read the Declaration rather well, Jennie Woodruff thought, as she sat on the platform between Deacon Avery, the oldest settler in the district, and Mrs. Columbus Brown, the sole local representative of the Daughters of the American Revolution. Colonel Woodruff presided in his Grand Army of the Republic uniform.

The fresh northwest breeze made free with the oaks, elms, hickories and box elders of Eight-Mile grove, and the waters of Pickerel creek glimmered a hundred yards away, beyond the flitting figures of the boys who preferred to shoot off their own firecrackers rather than to listen to those of Wilbur Smythe. Still farther off could be heard the voice of a lone lemonade vender as he advertised ice-cold lemonade, made in the shade, with a brand-new spade, by an old maid, as a guaranty that it was the blindest, coldest lemonade ever sold.

(Continued next week)

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.



Some prefer brick ICE CREAM, others like it best dipped from the freezer, so we have both kinds in a variety of flavors.

Fountain Drinks at City Prices. ICE CREAM delivered in gallons, quarts or pints.

PRESCRIPTIONS carefully compounded by Registered Pharmacist.

FIREWORKS! FIREWORKS!

## OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.  
We are as close to you as your phone—Call Point Loma 70-J

Phone, Point Loma 112-J.

## BUNGALOW GROCERY

E. H. WICKERN, Prop.

Corner Defoe and Niagara Avenue

FIREWORKS—FIREWORKS!!

Pin Wheels, Flower Pots, Roman Candles, Vesuvius Fountains, Day—

Go Bombs, Torpedoes, Spit-Devi, Grasshoppers, Sparkles, Firecrackers,

Jumping Jacks, Toy Pistols, Sky-Rockets and colored fire

Select your SANDWICH SPREADS from 5 cents up.



Authorized FORD and CHEVROLET Service

## Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue

Two Blocks East of Dance Pavilion

PHONE POINT LOMA 77-W

Complete Line of

REPLACEMENT PARTS, TIRES

AUTO ACCESSORIES

EXPERT BATTERY SERVICE

## AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

KEEP COOL

During the Summer Days,

By Getting Your

ICE CREAM

On the Corner at

HARRY'S PLACE

Newport Avenue and Bacon Street

Pure Ice Cream served to your

liking—plain, or with a topping of

your favorite flavor.



DAILY TRIPS TO SAN DIEGO AND POINT LOMA

## REID TRANSFER

1885 Bacon Street. FREIGHT JOBBOING Ocean Beach

BAGGAGE MOVING Office Phone

STORAGE Point Loma 125-J

FEED, FUEL AND HARDWARE Point Loma 136

## BEAUTIFUL WORK

Each piece of Laundry work entrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

## The American Laundry

HARRY C. WING, Prop.

5360 Niagara Avenue

Phone Point Loma 31

Look for our solicitor—he has a

PERSONAL MESSAGE for you.



Dancing Every Night and Sunday Afternoon—Except Monday

## BENBOUGH'S OCEAN BEACH DANCE PAVILION

Get our prices on PAINT.

## H. H. REID & SON

Paints, Hardware and

Household Supplies

STANLEY 4-SQUARE

HOUSEHOLD TOOLS

See Our Window Display

5050 Newport Avenue

Phone: Point Loma 49



## BATTERY CHARGING

GASOLINE AND OILS

STORAGE AUTO REPAIRING

ACCESSORIES

## The Maine Garage

5040 Newport Avenue

Ocean Beach, Calif.

PHONE POINT LOMA 382

# Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



## "GET ACQUAINTED" DINNER

PARTY IN HONOR OF COL.

AND MRS. D. C. COLLIER

## EX-RESIDENT CONTRIBUTES

WORTHY VERSE WRITTEN

BY TALENTED BROTHER

Last Tuesday evening, just prior to the community mass meeting, at which Col. D. C. Collier was the principal speaker upon invitation of the newly organized Ocean Beach Chamber of Commerce, an informal reception and dinner party was given at the Alligator Rock Lodge to Col. and Mrs. Collier. It was in the nature of a "get acquainted" affair, and a delightful hour or so was enjoyed at the erstwhile "Collier Place."

Besides a dozen or so members of the new Chamber of Commerce, the following ladies gave gracious reception to Mrs. Collier and her distinguished consort: Mrs. W. F. Agan, Mrs. F. B. McElwee, Mrs. J. T. McGarvey, Mrs. C. S. Moore, Mrs. Mary Peace, Mrs. C. H. Peltcher, Mrs. W. H. Rabsahl, Mrs. Dr. L. Smith and Mrs. Kirk Smith (Katharine).

## POINT LOMA ASSEMBLY

HOLDS ANNUAL ELECTION

AND DINNER

Attended by over 50 members, the Point Loma Assembly held its annual election and dinner on the evening of June 26.

The reception committee for the evening included Mrs. S. P. Shropshire, Mrs. Lou V. Conover and Miss Burd Taft. The following officers were elected for the ensuing year: Mrs. George Brown, president; H. J. Penfold, vice president; Miss Eola Davidson, secretary; Mrs. Thomas Barkley, treasurer; Mrs. H. P. Penfold, publicity committee.

Active participation of the Ladies' Society will be discontinued during the months of July and August.

The Beach News office will be closed for business this Friday, Saturday and Sunday.

Birthday Cards, FROIDE'S, opp. P. O.

Mr. and Mrs. C. M. Swenson arrived from Hollywood last Monday to spend the summer in Ocean Beach. They reside at 4770 West Point Loma boulevard.

C. A. Goodwin arrived in Ocean Beach by auto from Winslow, Ariz., last week-end to join his family at 4986 Brighton avenue.

Mrs. Anna E. Perry of 5059 West Point Loma boulevard has rented her home here and moved to San Diego this week.

Mr. and Mrs. Harvey McCollum of 4819 Del Monte avenue moved to San Diego last Wednesday.

Mrs. T. P. Baker and son of 4570 Voltaire street moved last Monday to Grossmont.

Picture Frames, FROIDE'S, opp. P. O.

Mention of The Beach News to our advertisers will be appreciated.

## NEWS OF THE CRAGS

Miss Mary E. Slater of the Craggs apartments, leaves next Monday on a trip to Missouri, where she will visit her brother. She will be accompanied by her sister, Mrs. Clara Shepard of Marysville, Calif. Mrs. Shepard and her son, Carlisle, have been visiting Miss Slater at the Craggs for a fortnight or so. Mr. Shepard will attend to the affairs of the apartments during Miss Slater's absence in Missouri.

## THE BEAUTY SHOP

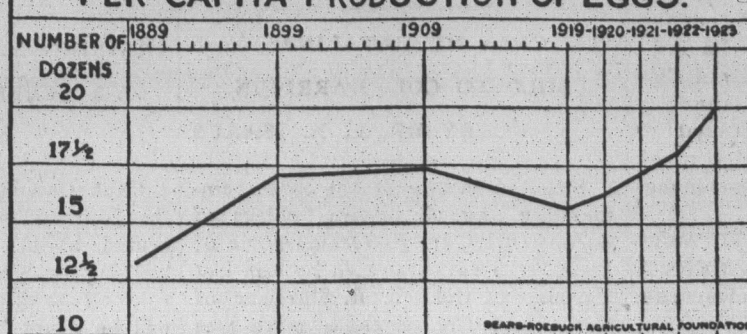
Phone Point Loma 63-W.

## MIRROR OF THE GODS

Mr. and Mrs. Ben Mitchell send word by picture postcard that they have arrived at Crater Lake, Oregon, and are mightily impressed by the great stillness of the huge bowl known as "The Mirror of the Gods."

You'll Like "LOMA LORE" series.

## PER CAPITA PRODUCTION OF EGGS.



So rapidly is the poultry industry expanding that within a short time over production may cut the farmer's poultry dollar unless production can be maintained at a lower cost, according to the Sears-Roebuck Agricultural Foundation. A recent survey shows that more than 5,000,000 farms in this country produce poultry and eggs. It is estimated that there were 491,000,000 chickens on farms before the hatching season started. This is an increase of over 50,000,000, or nearly 12 per cent over figures of a year ago and 121,000,000, or over 32 per cent increase since January 1, 1920.

Production of eggs increased 38.3 per cent between 1920 and 1923 while the population increased only 5.3 per cent. In the past five years the estimates of egg production have shown a close correlation with the estimated number of chickens on hand at the beginning of the year, the ratio being 4.6 dozens per fowl. If the same ratio holds good, egg production in 1924 will gain 10 to 13 per cent over 1923 when it showed a gain of 33 per cent over four years ago.

Profitable poultry production at the present stage of expansion is dependent upon the present high level of demand. Up to date consumption has kept pace with production. In 1923 enough eggs were produced to furnish 20 dozen for every man, woman and child in the United States. This would mean 100 dozen for the average family of five.

LOS ANGELES—Special correspondent, MRS. ELLA SNEEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Office Phone

Point Loma 16 Point Loma 72-J

## Dr. F. J. Ratty

PHYSICIAN and SURGEON

Res., 4820 Cape May Avenue

Office, 5024 Newport Ave.

**O. B. Cleaners**  
R.D. CRAPO, Prop.  
Cleaning Dyeing  
Pressing  
1928 Bacon St.  
Phone  
Point Loma 30-J

## San Diego's All-Year-Round TOYLAND

New Juvenile Automobiles.  
Mah Jongg Sets  
Sail Boats  
Coaster Wagons  
Air Rifles.

Now on Display  
Visitors always welcome.

## PASSMORE'S

BIRD and TOY STORE

Sixth at B—San Diego

Opposite the New

Commonwealth Building

No matter who or what you are or may become, you owe it to yourself and to your family to secure

LIFE—ACCIDENT—HEALTH

## INSURANCE

MUTUAL LIFE INSURANCE

COMPANY

Of New York

SAN DIEGO BRANCH

Chas. Shields

308 Watts Building

Assistant District Supt.

Kirk Smith

Special Representative

Phone 643-72

Phone, Pt. Loma 150-W

## BELLINGER'S GROCERY

Formerly Chris Homeyer's Store.

Cor. Cable and Voltaire Sts.

STAPLE GROCERIES, also

Smoked and Cold Meats,

FRUITS and VEGETABLES

Phone, Pt. Loma 319-W

Res. Phone, Pt. Loma 319-W

if it's in the line of

## PRINTING

From a Visiting Card

to a Poster.

We Can Satisfy You With

Quality, Quantity and Service

JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17

4829 Saratoga Avenue,

Ocean Beach, California

The Ocean Beach

Chamber of Commerce

OCEAN BEACH

Regular meeting—First Monday

in each month.

Policy Committee meets second

Monday in each month.

Board of Directors meets third

Monday in each month.

IF YOU HAVE

HOUSES

For Rent

Classified Ads Get Quick Results.

WE CIRCULATE



## OCEAN THEATRE

TONIGHT (THURSDAY) ONLY

Milton Sills and Viola Dana

—in—

"THE HEART BANDIT"

Good Comedy

Admission 15c and 20c

FRIDAY ONLY

Hoot Gibson

—in—

"HOOK AND LADDER"

Admission 15c and 20c

SATURDAY

A BIG SPECIAL

At Regular Prices

SUNDAY

Buck Jones

—in—

"WEST OF CHICAGO"

Also Comedy

"Leather Pushers"

At Regular Prices

TUESDAY AND WEDNESDAY

Thomas Meighan

—in—

"THE CONFIDENCE MAN"

News and Comedy

Admission Children 15c, Adults 30c

## OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.

OPEN EVERY DAY

From 2 p. m. to 10 p. m.

## T. J. ELLIS

Painting Contractor  
Carpentering

ESTIMATES FREE

4620 BRIGHTON AVENUE  
Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J

## E. K. BURDETTE

PLUMBING

Contracting, Estimating, Jobbing  
2005 Bacon St. Ocean Beach.SUDS AND DUDS  
of the  
POINT LOMA  
LAUNDRYYOURS, FOR A  
SAFE AND  
SANITARY  
FOURTHTo be safe and sane  
is to be clean...  
I'm sure this truth  
is clearly seen.POINT LOMA LAUNDRY  
Phone, Point Loma 378.  
LAUNDRY CALLED FOR  
AND DELIVERED.IF IT'S LAUNDRY WORK,  
WE DO IT!  
—Wet Wash, Rough Dry,  
Semi-Finish and Finish Work—

Phone: Point Loma 20-J

## SUNSET GARAGE

TURNER B. KLINE

1916 Bacon Street

Ocean Beach, Calif.

SAN DIEGO

Army and Navy  
AcademyPrep for College, West Point and  
Annapolis—Enjoys University of  
California's Highest Scholastic  
Rating.

THOROUGH MILITARY INSTRUCTION

CHRISTIAN INFLUENCES

LAND AND AQUATIC SPORTS

ENTIRE YEAR

Located on Ocean

Phone, Pacific Beach 172

COL. THOS. A. DAVIS, Pres.

## PACIFIC BEACH

## Community League

Organized to Advance the Best  
Interests of Pacific Beach

H. OWEN, Chairman

PERCY ELDRIDGE Vice-Chairman

CARL S. CLARK, Secy.-Treas.

Regular meetings every first and  
third Monday evening at P. B.  
Reading Clubhouse.

## THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach

Sections of San Diego and the

Entire Point Loma Peninsula

PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue

Ocean Beach, California

Phone Point Loma 17

KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y.-Treas.

2005 Bacon St.

Legalized as an Official San Diego  
City and County Newspaper

Subscription Price, \$1.00 a Year

IN ADVANCE

Single Copies 5 Cents

Advertising Rates Upon Application

LOCAL READERS—Fifteen cents a

line, averaging five words to line.

CLASSIFIED ADS—Ten cents per

line, averaging five words to line.

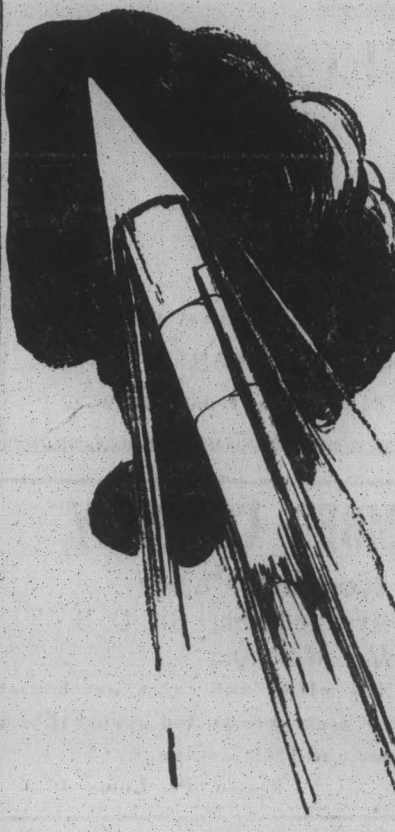
"Entered as second-class matter Decem-  
ber 1, 1922, at the Postoffice at Ocean Beach,  
California, under the Act of March 3, 1879."

FRIDAY, July 4, 1924

A LEGAL NEWSPAPER

News contributors and advertising  
patrons will please take notice that  
the forms of The Beach News close  
at noon every Thursday and will  
greatly oblige by submitting their  
favors accordingly. Write on one  
side of the paper only.

## HURRAH FOR THE FOURTH!

With today Friday, July 4, and  
tomorrow Saturday, July 5, both  
generally and officially declared a  
holiday, The Beach News goes to  
press a day earlier than customary  
and everybody connected with its  
publication will take a glorious old  
rousing three-day vacation. Here's  
hoping for a healthy and happy  
holiday to one and all!In order to insure prompt and  
proper publication of news notices  
of all societies, lodges, associations  
and other like gatherings, the chair-  
man, secretary or head of such bodies  
are respectfully requested to send  
their news items direct to THE  
BEACH NEWS office on or before  
Thursday noon of each week.

## Stimulating Club Work

The Arizona Bankers Association  
added a stimulant to boys' and girls'  
club work when it voted to offer a  
scholarship of \$150 for the year 1924-  
25 to the high school graduate having  
the best record. The association an-  
nually provides traveling expenses for  
the club champions to attend Farm  
and Home Week at the State College  
of Agriculture.

## Cool Foods For Warm Days



## FABER'S Ocean Beach Grocery

5008 Newport avenue

Phone Pt. Loma 48

## Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

## Faber's Cash &amp; Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

## FABER'S Cash &amp; Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST

TRADE AT HOME AND SAVE MONEY

Lighten Household  
Duties With Complete  
Electric ServiceThe modern woman is the  
manager instead of the slave for  
her household—a force of electric  
servants is at her command to  
perform all the drudgery.

Commercial Department

## San Diego Consolidated Gas and Electric Co.

935 Sixth

MAIN 64

Byllesby Engineering and  
Management CorporationAMERICA LEADS  
IN SAVING FISHCongress Considering Problem  
of Conserving Nation's Salmon  
Supply in Alaskan Waters.

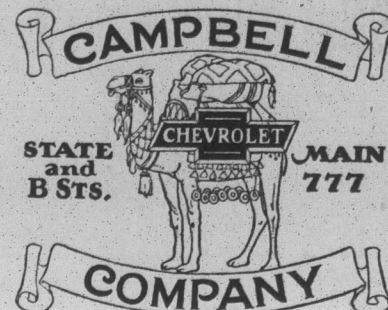
## INDUSTRY IS CO-OPERATING

Greatest Possible Attention Given to  
Cleanliness and the Comfort of  
the Men Engaged in Great  
Fishing Industry.The United States leads the world  
in salmon packing. The greatest fish-  
ing is done in the waters of the north-  
western territory and along the shores  
of Puget Sound and the Columbia  
River.Congress has long wrestled with  
the problem of conservation of the  
salmon in Alaskan waters. A bill  
which probably will be enacted this  
session, sponsored by Secretary Her-  
bert Hoover of the Department of

Alaska Salmon Leaping Falls

Commerce, is designed to safeguard  
the Alaska salmon for this and future  
generations.When the average housewife takes  
from the kitchen shelf a can of sal-  
mon for luncheon or the evening meal  
she probably gives little thought to the  
care that has been taken to insure its  
delivery to her in perfect condition.Salmon is the greatest of all food  
products of the finny tribe. It is  
literally handled with white gloves  
and modern machinery from the time  
it is pulled from the waters of Alaska  
and other northwestern streams until  
it finds its way to the market.According to William Timson, presi-  
dent of the Alaska Packers' Associa-  
tion, the oldest group engaged in  
the packing of salmon, every possible  
precaution is taken to insure a whole-  
some and delicious article of food.

"The salmon canneries of Alaska,"

said Mr. Timson, "like all other in-  
dustries which prepare food products,  
have long recognized the need for  
employing the most modern methods  
available. Every leader of the indus-  
try takes great pride in arranging  
for the comfort and happiness of the  
men who do the actual work. Al-  
though our business is a seasonal one,  
which necessarily involves many  
troublesome problems, we spend  
thousands of dollars annually in mak-  
ing living conditions in Alaska the  
best possible for our workmen."Cleanliness a Great Factor  
"Our association is ever on the  
alert to avail itself of the most mod-  
ern methods and machinery. Can-  
neries are kept clean and every care  
is taken to see that the highest state  
of sanitation is reached. We realize  
the necessity of keeping abreast of  
the times and only by the most im-  
proved canning methods are we able  
to retain the confidence that we have  
long enjoyed from the public.""The Alaska Packers' Association  
has always been foremost in the in-  
dustry in recognizing the need for  
carrying out well-established prin-  
ciples of sanitation. We believe the  
comfort and happiness of the men  
whom we employ in our Alaskan can-  
neries is essential if we are to produce  
an article of food which will continue  
to meet the approval of the consumer."Many of the larger canning com-  
panies in Alaska pay particular at-  
tention to hospital facilities at their  
canneries. The buildings are up-to-  
date and fitted with modern equip-  
ment. Employees and resident na-  
tives alike are treated without charge.Curious Habits of Salmon  
Red salmon are principally caught  
during three months of the year—  
June, July and August. Fleets of sail-  
ing vessels and other craft leave Pa-  
cific Coast ports each spring loaded  
with men who engage in the salmon  
fishing in Alaskan waters.Naturally among the most prolific  
of the fish family, the salmon may be  
relied upon to reproduce its kind if  
given a fair chance and this both the  
government officials and packers are  
determined the salmon shall have.  
The guardians of the people's inter-  
ests and far-seeing men of the indus-  
try have united in an effort to ob-  
tain Federal legislation which will  
conserve without destroying either  
the fishing or the fish.The peregrinations of the salmon  
after spawning in fresh water streams  
take them into the broad seas where  
they wander about from two to six  
years. They then start back to their  
homes. As they return to the spawn-  
ing areas the salmon are generally  
caught before they enter the rivers,  
because by then they have grown into  
the large, toothsome morsels so much  
coveted as food. It is said that the  
fish make a better food product if  
caught here than they would if caught  
when they have actually reached the  
spawning areas.The  
Chevrolet  
CornerSTATE  
and  
B STS.MAIN  
777Where  
Service  
Counts

## CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH  
Rates, 10 cents per line, averaging 5  
words to a line. No advertisement for  
less than 30 cents, all payable in AdvanceFOR SALE—75x100 with side-  
walk and curbing, \$750. AGNES G.  
ELLS, 5058 Newport avenue.WANTED—Woman to do wash-  
ing at my home. Mrs. Tom Mason,  
4975 Del Monte avenue.FOR SALE—Four male parra-  
keets and cage, \$12. Apply 4675  
Greene street, O. B.FOR SALE—Fat or laying hens,  
75c each. Mrs. Swetts, Pescadero  
Ave., near DeFore St.; 2 blks from  
Sunset Cliffs.WANTED—To care for children,  
or will do housework part of day.  
Apply 4744 Santa Monica Ave.MT. TALVO RABBITRY—Fryers,  
delivered to order. Breeding stock,  
4456 Montalvo street. Phone, Pt.  
Loma 273-W.

## All About Oil

MISSION BAY OIL COMPANY

WILL SOON GET BUSY

Editor H. C. Cooke states in "The  
Mining and Oil News" that the Mis-  
sion Bay Oil Company, operating on  
the Old Town flats, are rapidly get-  
ting their affairs into shape now that  
the state corporation commissioner  
has issued them a permit. They hope  
to be in a position to resume drill-  
ing at an early date.

## WHEN OIL WAS FOUND

When oil was found at Signal Hill,  
the owner of the property received  
more than \$48,000 for his royalty.  
A Jap truck rancher sold his lease  
in the same locality in 1917 for \$80,-  
000. The greatest oil field discovered  
is the San Juan Basin, New Mexico,  
where all the big companies are now  
producing oil in large quantities. No  
land is for sale, but leases can be had  
in five-acre plots. The possessor of  
a lease may become wealthy over  
night.Editor "Bunny" Murray in the  
"East San Diego News" says: A San  
Diego banker owns a half section of  
land and will start drilling very  
shortly (name upon request).

## THE BEAUTY SHOP

Phone Point Loma 63-W.

## AUTO DRIVER RUN OVER

BY HIS OWN TRUCK

Jack McCoy, an employee of the  
Klauber-Wangenheim Company, is  
in St. Joseph's hospital suffering  
from injuries he received in Ocean  
Beach last Saturday when he was  
run over by his own truck. McCoy,  
it is said, got off of the truck, which  
was being piloted in to the curb, but  
had not come to a full stop. He  
missed his footing and fell under the  
truck, which passed over his body.

## AUTOMOBILE BURNS

WHILE OWNER SWIMS

While Paul Aloche and a party of  
friends were swimming at Mission  
Beach last Sunday, the automobile of  
Aloche at the side of the road near  
Bird Rock caught fire. Engine com-  
pany No. 13 of La Jolla was called,  
but the machine was destroyed be-  
fore the firemen arrived.

## ABOUT PRINTING PRICES

All job printing by "The Beach  
News" carries the Union Label and  
all estimates are made in accordance  
with the Franklin Price List, our  
prices for standard printing being  
precisely the same as any Union of-  
fice in the city. Quality and service  
unexcelled. Give us a trial. Phone  
Point Loma 17.CLASSIFIED ADS  
GET QUICK RESULTS

## Religious News

CHRISTIAN SCIENCE SOCIETY

1965 Abbott Street, Ocean Beach

Services are held as follows:

Sunday morning at 11 o'clock.

Sunday School, 9:45 a. m.

Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF  
OCEAN BEACHDeFoe Street at Santa Monica Ave.  
E. HERBERT HAYDEN, D. D., PastorSunday—Worship and preaching  
at 11 a. m. and 7:30 p. m. Bible  
school at 9:45 a. m. Young People's  
Union at 6:30 p. m.Wednesday—Mid-week meeting  
for praise, prayer and conference at  
7:30 p. m. All are invited to these  
meetings.Sunday, July 1st. This is Sacra-  
mental Sunday. The community ser-  
vice will follow the morning sermon  
at 12. All who can are urged to be  
present.Sermon topics: 11 a. m., "The Pass  
Key of Heaven." 7:45 p. m., "The  
Victory of the Vanquished." There  
will be special music, vocal and instru-  
mental at both services.The choir and friends picniced at  
Mission Beach Tuesday evening.  
There was a camp fire, games and  
wiener roast. It was a good time for  
all. The Sunday school picnic will  
follow soon. Our choir is doing good  
work and deserves every encourage-  
ment.The Young People's meeting at  
6:45 is growing in interest and ef-  
fectiveness. Come and help them.UNION CONGREGATIONAL  
CHURCH(Corner DeFoe Street and Santa  
Monica Avenue)

Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.

Morning worship at 11 o'clock.

Evening service at 7:30 o'clock.

## CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.  
Pastor: Rev. Declan E. Foley.Sundays—Morning service, 8:30;  
Evening service, 7:30; Sunday  
school, 9:30 a. m.Week Days—Service at 8:00 a. m.  
At Roseville, Sundays—Service at  
10:30 a. m.; Sunday school 11:30  
a. m.

## TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street

REV. ARTHUR C. DODD, IN  
CHARGE

Sunday school at 9:45 a. m.

Morning service at 11.

Phone or send your orders for  
PRINTING, from the smallest card  
to a poster, to The Beach News, for  
service and satisfaction.

## MICKIE SAYS—

"THEY AIN'T NUTHIN' FINER  
THAN ENGRAVED CARDS,  
WEDDING ANNOUNCEMENTS,  
INVITATIONS AND SO FORTH,  
AND IT AIN'T NECESSARY TO GO  
OUT OF TOWN TO ORDER THIS  
WORK, AS WE CAN FURNISH  
ANYTHING YOU WANT, WITH  
A FINE LOT O' SAMPLES  
TO CHOOSE FROM"CHARLES  
WILSON



## WHEN FARMING IS BUSINESS-LIKE

By BURTON M. SMITH

Chairman, Agricultural Commission, American Bankers Association.

The farmer is a business man and as such should do business on a business basis. Like other business men,



Burton M. Smith

he needs financing. He should be able to secure loans on a similar basis with any other business man, and on conditions that will meet his needs.

On the other hand, the farmer should comply with the same conditions that are exacted from any business man. He should show the banker that the loan is for productive purposes. The farmer ought not to object to a request for a credit statement from his banker when negotiating a loan. This statement is not difficult to prepare when the farmer keeps records. The farmer who does not keep records is not doing business in a business-like way and is not entitled to the same consideration as the man who does.

For instance, loans to farmers for the purchase of well selected high-grade livestock constitute one of the most effective ways of financing the farmer and helping him to make a financial success of his business. In making these loans, the banker can well inquire as to whether the farmer has adequate housing facilities and plenty of the right kind of feeds before the investment is made.

If the banker is to encourage farmers in investments of this kind, he should have a hand in protecting these investments. It is to the advantage of the farmer as well as the banker to carry insurance on buildings, including fire and lightning, and if need be, tornado. Too much attention cannot be given to the health of animals. Neither the banker nor the farmer is justified in making an investment in dairy cows that have not been carefully tested for tuberculosis.

### Work It Out Together

Financing the farmer should be the result of teamwork. The banker and the farmer should consider each other as confidential advisers. The farmer needs to know the dangers attached to investments, and the banker needs more information on the possibilities of returns on farm investments well placed. No right-minded farmer ought to object to a careful diagnosis of conditions before the loan is negotiated. Both parties are interested in having the proposed investment pay the interest and eventually the principal, and also return a profit to the farmer.

There are times when the banker might loan to the farmer to the detriment of the farmer himself. The farmer who was kept from making a heavy investment in land when land values were at their peak is today blessing the banker for heading him away from what would have resulted in serious loss, if not bankruptcy.

Financing the farmer is a job that requires clear thinking and sound judgment. The underlying principles of a profitable loan or investment need to be carefully considered by all parties interested. Two heads are better than one, and when two or more men get together in sympathetic contact, determined to weigh the various possibilities of success and failure, and then act upon their united judgment, then the farmer is well financed.

### TELLS BANKERS TO ADVERTISE

There is no greater medium of education in our daily life than the newspaper, and, of all mediums offered for bank advertising, the columns of the newspapers reach the innermost circles of our population in the most widespread manner. Motley H. Flint, Los Angeles banker, told the conference of the Savings Bank Division, American Bankers Association, held there recently.

"Advertising, one of man's modern selling forces, has found a fixed place in the banking field," Mr. Flint said. "This, too, in the face of dire predictions of many old-time bankers, who once ridiculed the idea that advertising could be applied to the selling of a service so intangible as that offered by banking institutions. The time was that a bank was satisfied with publishing its statement of condition. That day has been relegated to the past."

"There has been a gratifying response on the part of the public in this new appeal. From it has grown a better understanding by our people of banks and their functions. Where a bank account formerly was the exception it is now the rule. Surely this can be attributed principally to the fact that bankers have come out of their shells and, through advertising, have induced people generally to come into their institutions and learn more about the beneficial services banks have to offer. This can be shown in no better way than by the marvelous growth in savings accounts."

"Astounding sums are being invested annually in bank and financial advertising. I say 'invested' advisedly. It is not merely being spent; it is invested. It is invested for various reasons, and not the least of these is for the purpose of keeping the name of our banks before the people, accompanied by a bit of bank education."

Subscribe for "The Beach News."

## "LOMA LORE"

By WINIFRED DAVIDSON

Point Loma, California

Book rights reserved.

(Continued from last week)

### THE FIRST WHITE WOMAN

The boat and horses served as their only conveyances, except once or twice when they went with their Spanish friends in Old Town to picnic at the Mussel Beds (Ocean Beach.) That time they traveled in such a carreta as is on exhibition at Ramona's Marriage Place in charge of Mr. Getz. The Knapps went over towards where the river crossed the flats and met their friends' oxen drawn equipage just about where Loma Portal begins. That was an all-day jaunt, of course; but the Knapps frequently went to Ocean Beach on horseback. They went over the hills from Roseville.

In 1872 the U. S. S. "Hassler" came into port and on going aboard to meet Professor Agassiz and his wife, Captain Knapp found that a good many of the officers were old acquaintances of his in the navy; and while he was talking with them Mrs. Agassiz delightedly entertained Mrs. Knapp. She called to the professor who was down in the hold packing fish, saying: "Mrs. Knapp, he will never forgive me if I let you go away without his seeing you—a woman right from Boston, and we haven't seen one for over a year." The professor came up in his shirt sleeves and showed the skeleton of a fish he had found here, a species that had become extinct.

In looking back to her residence on Point Loma, Mrs. Horton remembers most vividly the whaling industry here. "I have always thought a wonderful story could be made of it," she said. "The whalers were all New Bedford men and came from West Tisbury, Cape Cod. There were two

companies, two brothers named Packard and two others named Johnson, on Ballast Point. The Packards had a little shack about the middle of Ballast Point and lived in it; but the Johnsons had a much larger establishment, a big building on the shore near Fort Rosecrans. That was used as dormitories for the whalers. They used to go outside in these big whaling boats to the kelp beds and there shoot their bombs into the whales and if the creature was not dangerously wounded it would start to swim at a furious rate out to sea, carrying the boat with it. Generally the whalers would cut themselves loose and come back. It was a great sight and people used to come over to the old lighthouse to watch the sport.

"The only persons on that side of the bay when I went there," she went on, "was a Mexican family at La Playa and the old lighthouse keeper, Jenkins, who was a veteran of the Mexican war; as was also Louis Rose, who believed he was going to found a city at Roseville. There was a lumber yard at Roseville. Mr. Rose had bought this tract of land and had sold a great many lots and blocks and people had built fences around their property."

Among Mrs. Horton's clippings is this:

"May 24, 1870—John Alexander of the U. S. Engineer Corps, arrived on the last steamer to locate the site for the fortifications to be erected on Ballast Point at the entrance to the harbor. The point has been occupied for the last ten years by two companies of New Bedford whalers, but the government took possession of the place and has so broken up their business that they will probably look for a new location further south."

(Continued next week)

## BANKERS DIRECT WAR ON CROOKS

Rising Crime Wave and Attacks on Banks Called Forth Increased Measures of Defense.

Criminal activities against banks have reached unprecedented proportions in recent months, according to a report made to the American Bankers Association by its Protective Committee, which directs the work of the Association aimed to combat criminal operations against banks.

"Sharp increases in crime perpetrated against banks definitely prove that instead of being broken the crime wave has risen to heights heretofore unknown to the banking fraternity," the report said. "Strangers continue to trick or otherwise inveigle unsuspecting banks into making generous contributions to their cause—a terrific toll which defies the imagination. Bank burglars and hold-up men have apparently redoubled their activities during the last six months. The number of criminals plying their trade in this field has grown to such proportions that there is now a fair sized army comprising this more desperate type of criminal, specializing against banks."

"Don't cash checks for strangers," is the warning emphasized by the Committee in view of the situation. It adds:

"We are gratified to report favorable results in a good proportion of cases investigated, which are due to the nation-wide activities of our detective agents through their staff of specialists in bank crimes. In Montana two fearless, well organized bands of professional reorganizers attacked more than a score of banks with such reckless abandon that the situation seemed beyond control. Realizing that conditions demanded prompt and drastic treatment, a trained crew of operatives were delegated to conduct a special investigation throughout the state. Nineteen men and two women were arrested. Of these four already are serving sentences, three are on trial, four are awaiting trial and the rest were freed for lack of evidence."

"A similar round-up was carried out in Oklahoma. Conditions in other states similarly bad were investigated and with the co-operation of local, state and federal authorities and the co-ordinated activities of members the percentage of arrests and convictions has materially increased."

The report pointed out that figures covering bank burglaries over a period of thirty years showed that 1,609 banks, members of the Association and entitled to its protective services, have been attacked, suffering losses aggregating \$1,196,000, while non-members to the number of 2,357 were burglarized and suffered \$4,250,000 in losses. The point was also brought out that there are only half as many non-members as members, so that these losses among them represent an excessively high rate as compared with members.

### SPEND YOUR DIMES AND DOLLARS AT HOME

Septuagenarian Hurdler



Mr. T. Goodyear of Rickmansworth, England, is in his seventy-fifth year, but you'd never know it to see him handle a horse with the skill and the nerve of a youngster who makes a business of riding on racetracks on the most aristocratic of blue-blooded steeds. This photograph shows Mr. Goodyear, mounted on his "Royal Star," taking a hurdle easily and fearlessly.

### THE IMPORTANCE OF FOREIGN TRADE

For many decades we have produced a surplus of products of the farm that has been sold in foreign countries. As long as we continue to produce a surplus above domestic consumption, it is a prime necessity that there be a market for it. It is true that this surplus is but a fraction of our total production. Nevertheless, it exerts an effect upon the price of the entire output which is entirely disproportionate to its relative size. A country store-keeper may sell a hundred straw hats at a fair margin of profit, but the twenty which he may not be able to sell at all will wipe out the profit on the entire stock. The same thing is true of wheat, of corn, of any product of the farm.

It is true that we might exist without foreign trade, that we might depend exclusively upon domestic consumption. To do that, however, would require a complete reorganization of our whole commercial and industrial structure, a reorganization which would require years of time and which would entail losses beyond calculation. The more reasonable alternative is to take steps toward the restoration of a normal foreign market.—Walter W. Head, President American Bankers Association.

Prosperity!—Feel it, talk it, know it—Advertise!

## MISSION BEACH Bath-House

Now Under Construction

### Costing \$450,000

Is the First Unit in the Improvement of the MISSION BEACH AMUSEMENT CENTRE

LOTS as low as \$400 on the Easiest Terms ever made on Residential Beach Property

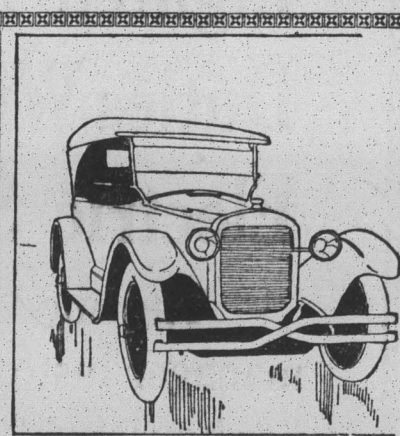
The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at GENERAL SALES OFFICE

101 Broadway or Tract Office, Mission Beach

Sales Agents: GEORGE L. BARNEY — T. A. RIFE

### Don't Watch Mission and Ocean Beaches Grow—Grow With Them!



### KIERSTEAD'S Service Station

P. A. KIERSTEAD, Propr.

Voltaire and Cable Streets Ocean Beach

BATTERIES RE-CHARGED

All Varieties of

OILS AND GREASE

Special "Boyce-It" Service

### Who's Who in Officialdom

#### SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.  
Common Council—John A. Held, Fred A. Heilbron, Virgilio Bruschi, Harry K. Weitzel, Don M. Stewart.  
Manager of Operation—F. A. Rhodes.  
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.  
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.  
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.  
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.  
Superintendent of Purchasing Department—W. H. Cameron.  
City Engineer and Superintendent of Street—F. A. Rhodes.  
Building Inspector—O. G. Knecht.  
Electrical Inspector—A. E. Johnstone.  
Sewer Inspector—W. B. Harper.  
Boiler Inspector—Joseph Hazell.  
Tenement House and Plumbing Inspector—A. C. Goeddel.  
Chief of Police—James Patrick.  
Chief of Fire Department—Louis Almgren, Jr.  
City Justice—Claude L. Chambers.  
Poundmaster—C. K. Maupin.  
Chief Janitor City Hall—E. J. Baehr.  
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.  
Superintendent, C. A. Kane.  
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.  
Health Officer—Dr. A. M. Lessem.  
Secretary, G. H. Siering.  
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.  
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.  
Harbormaster—Joseph Brennan.  
Playground Commission—M. F. Heller.  
William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell.  
Superintendent, Frank H. Ehmke.  
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse.  
Secretary, Will Angier.  
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.  
Superintendent of Parks—J. G. Morley.  
Executive Secretary—A. S. Hill.  
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler, Librarian, Althea H. Warren.

### OCEAN BEACH PLUMBING COMPANY

Chas. H. Peltcher, Prop.  
5068 NIAGARA AVENUE  
Phone: Point Loma 152

Repair Work, Contracting,  
Estimates  
Plumbers' Supplies and Heaters,

### W. E. BUTLER

PLASTERING CONTRACTOR

Estimates Furnished

Reasonable Prices

Satisfaction Guaranteed

4356 SARATOGA AVENUE  
Ocean Beach



### GEO. FINLEY

Original Ocean Beach

BUILDING CONTRACTOR

Best Workmanship

Satisfactory Service

Estimates Furnished

4845 NARRAGANSETT AVE.

Phone Point Loma 103 W-K



### OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper

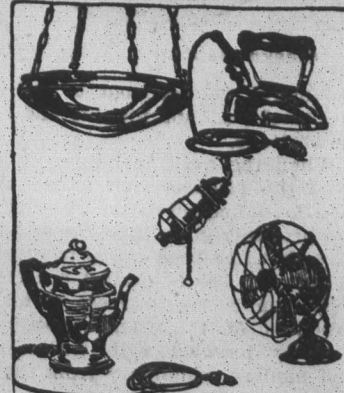
Office, Yard and Mill — Muir Ave. and Ebers St., O. B.

W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses  
Cement, Roofing Material, Wall have been constructed corner Ebers  
Board, Etc. street and Muir avenue.

Lumber Estimates Cheerfully Given

Phone, Pt. Loma 40-J



### CECIL O. CARL

ELECTRICAL CONTRACTOR

5050 Newport Avenue

Phone, Point Loma 49.

Wiring—Fixtures—Motors

All work guaranteed

RADIO Outfits a Specialty

Exclusive Agent

KENNEDY RADIO SETS

"If it's Electrical, see Cecil"

### Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER

### Subscribe for "The Beach News."

WE CIRCULATE

#### SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.  
District Attorney—Chester C. Kempley.  
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.  
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.  
Assessor—George W. Monton.  
Treasurer—George W. Heaton.  
Tax Collector—Herbert A. Croghan.  
Recorder—John H. Ferry; chief deputy, N. C. Parsons.  
Public Administrator—Edwin Reed.  
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.  
Surveyor—Ernest R. Childs.  
County Supt. of Schools—Ada York.  
Superior Court Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.  
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley, 5th district.  
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. DeLong, Dept. 2.  
Constables (San Diego) Geo. H. Cooley, Harry E. Webber.

### FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

### POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is Point Loma 4.

Watch The Beach News grow!

WE CIRCULATE

Subscribe for "The Beach News." First and foremost a home paper. We appreciate your patronage.